

Travel

Case Study



— THE CHALLENGE —

CLIENT

Georgian Bay Spirit Co. is an alcohol brand that creates spirits and craft cocktails in a can for those who like things simple and natural. Sold in the LCBO, they decided to sponsor the Boots N Hearts festival as a suitable brand connection.

THE CHALLENGE

Deliver different banner display ads targeted to deviceIDs seen at the event as well as those seen in LCBO in order to drive more foot traffic to their 10 locations.

GOALS

- BRAND SAFETY
- AWARENESS
- FOOT-TRAFFIC ATTRIBUTION

SOLUTION

Polygon the top 50 LCBO locations as well as the Boots n Hearts festival. Measure foot traffic attributions of the audience targeted with in-app banner ads on their mobile devices.

STRATEGY

Display ads were served to users based on the target audience strategy including an age gate of 19+. Then track how many visits and visitors the campaign generates and measure traffic only if the device got an in-app banner impression for three months.

— THE RESULTS —

1.08M
IMPRESSIONS

23.7K
CLICKS

2.18%
CTR

796
VISITS

532
VISITORS

